VISUAL IDENTITY · CAMPAIGNS · COMMUNITY

Belonging, without leaving yourself behind.

SareeNaSorry began as Poppy Jaman's personal celebration of the saree and grew into something much bigger. We refreshed the visual identity and developed a storytelling campaign that could carry those ideas into the world.

CLIENT
Poppy Jaman OBE

BUSINESS
Cultural platform & community



The Identity

We evolved SareeNaSorry's existing in-house identity, grounding it in geometric patterns drawn from saree borders and Bengali folk art. Even the typefaces were chosen from women designers, a detail that speaks to a brand built for a genuinely diverse community.

FROM THEN TO NOW



COLOUR PALETTE



TYPOGRAPHY

Signika — a b c d e f g h i j k l m n o p q r s t u v w x y z

Sniglet — **a b c d e f g h i j k l m n o p q r s t u v w x y z**

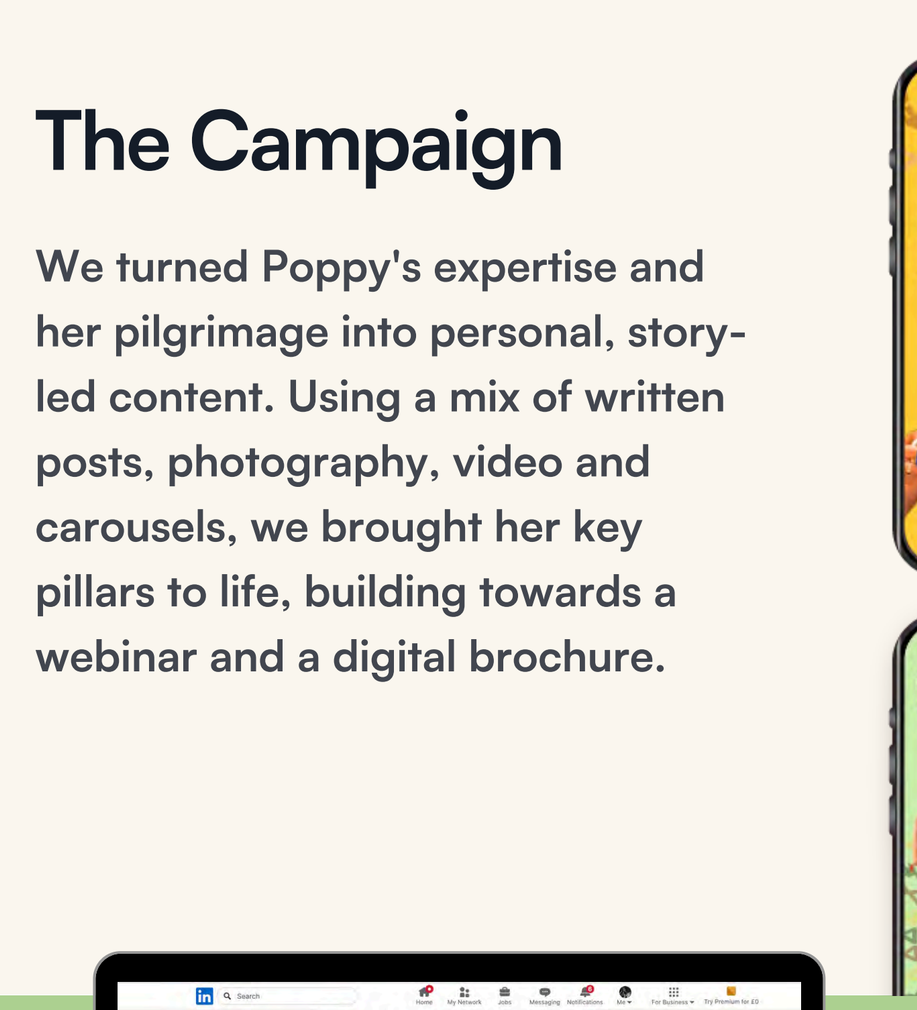
BRAND ELEMENTS



The Campaign

We turned Poppy's expertise and her pilgrimage into personal, story-led content. Using a mix of written posts, photography, video and carousels, we brought her key pillars to life, building towards a webinar and a digital brochure.





73
average engagements per LinkedIn post

The result: A LinkedIn presence that consistently sparked conversation, with the strongest engagement around leadership, collaboration and reflection.

"Working with her felt like she was reading my mind."

— **Poppy Jaman** • SareeNaSorry

VISIBILITY · CONFIDENCE · CONNECTION

Being seen as more of who you are.

Poppy wanted to evolve her public identity from mental health ambassador to artist and creative.

Together, we explored how she could bring more of herself into her public identity without losing the credibility and connections she had built over the years.

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4.4x
Average engagements per post vs. pre-campaign

47%
Increase in engagement rate

25,456
People reached

74%
Senior-level audience or above

12-week LinkedIn campaign June—August 2026

Beyond the numbers

37 webinar registrations across six countries.

Meaningful new conversations.

Greater confidence in her identity as an artist.

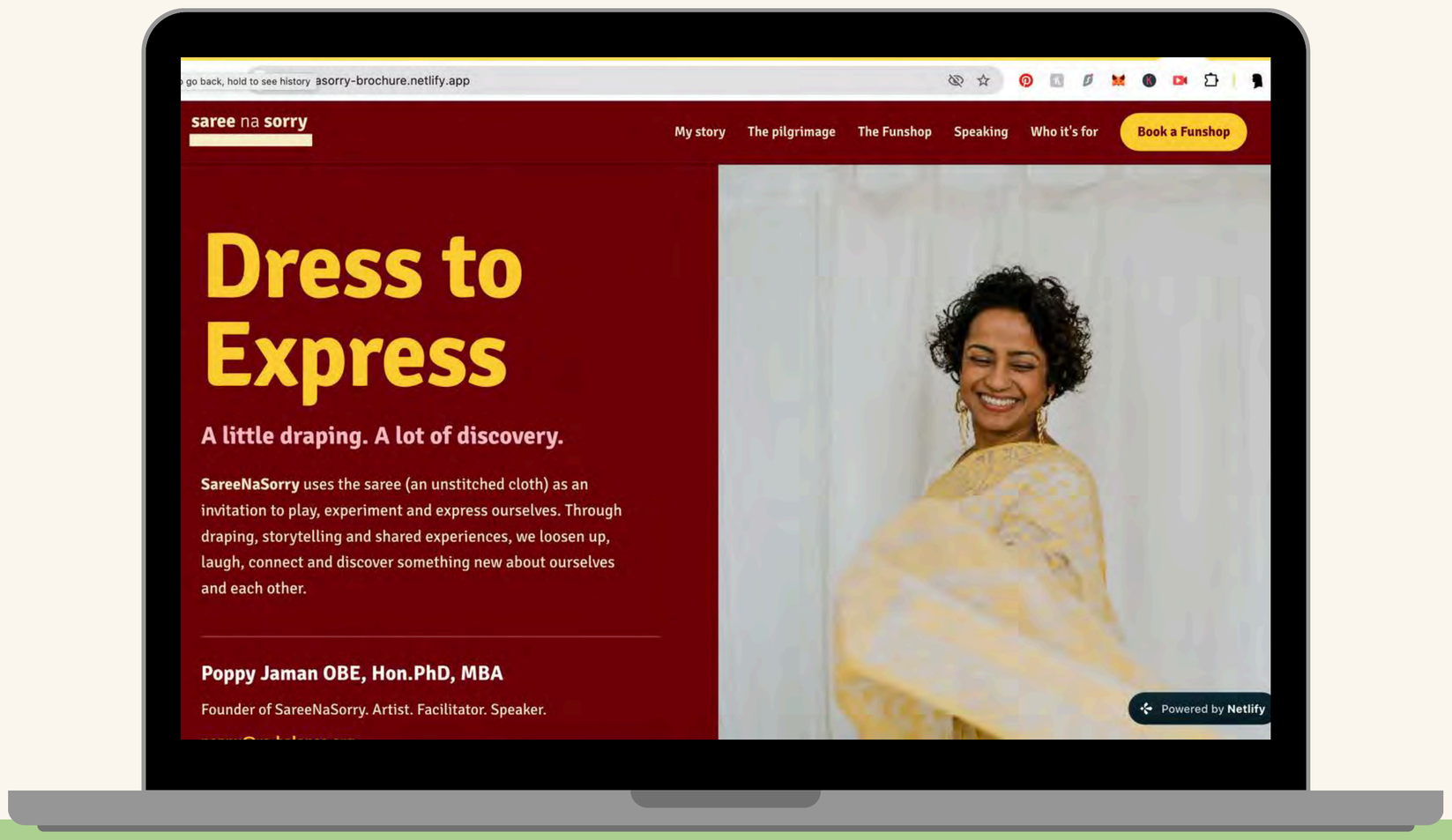
An audience more aligned with her vision.





Turning identity into opportunity

The digital brochure brought Poppy's evolving creative identity into focus. It gave her a tangible way to articulate who she is, what she stands for and what she offers, both to her community and as a business.



Clarity creates confidence.

The work helped Poppy become more confident in describing herself as an artist, clearer about her services and more connected to the community she wanted to reach.

"I'm much bolder and clearer, particularly since the brochure, about who I am."

— **Poppy Jaman** · SareeNaSorry